tourism has increased to US$ 3945 million during the year 2003-04 from US$ 3029 million earned during the year 2002-03, indicating an increase of about 30%.

(d) According to figures compiled by Reserve Bank of India, the share of foreign exchange earnings through tourism sector as compared to the total foreign revenue during the year 2003-04 is 3.43%.

Flow of foreign currency in tourism sector

†770. SHRI ISAM SINGH: Will the Minister of TOURISM be pleased to state:

(a) the quantum of foreign currency flow into the country;

(b) whether there has been a decline in flow of foreign currency in the tourism sector in comparison to last year; and

(c) if so, the reasons therefor and the plans of Government to meet this deficiency?

THE MINISTER OF STATE OF THE MINISTRY OF TOURISM (SHRIMATI RENUKA CHOWDHURY): (a) Information regarding flow of foreign currency in the country is not maintained by Ministry of Tourism. However, as per the information furnished by Reserve Bank of India, total Current Account Receipts during the year 2003-04 has been US$ 1,14,891 million compared to US$ 95,885 million during the year 2002-03.

(b) No, Sir. As per the information compiled by Reserve Bank of India for travel sector, earnings from tourism during the year 2003-04 has been US$ 3945 million compared to US$ 3029 million during the year 2002-03, showing an increase of 30 per cent during the year 2003-04.

(c) Does not arise.

Special drive for foreign tourists

†771. SHRI ISAM SINGH: Will the Minister of TOURISM be pleased to state:

(a) whether the arrival of foreign tourists to India during the last year was as per the target;

(b) if not, the reasons therefor; and

(c) whether Government will formulate an action plan by organising a special drive for the convenience of foreign tourists to achieve the yearly targets?

†Original notice of the question was received in Hindi.

THE MINISTER OF STATE OF THE MINISTRY OF TOURISM (SHRIMATI RENUKA CHOWDHURY): (a) The objective of the Government is to promote tourism and to increase the tourist inflow in the country. No year-wise targets as such are fixed.

(b) Does not arise.

(c) The Department of Tourism, Government of India has initiated a number of short-term and long-term Plans to promote tourism and thereby attracting more foreign tourists into the country like:

- Positioning and maintaining tourism development as a National Priority activity;
- Enhancing and maintaining the competitiveness of India as a tourism destination;
- Improving India's existing tourism products and expanding these to meet new market requirements;
- Creation of world class infrastructure;
- Special thrust to rural and small segment tourism; and
- Development of tourism circuits and tourism-cum-cultural hubs.

In addition, the Government is also implementing the following measures to attract more foreign tourists to India:

- Direct approach to the consumers through Electronic and Print media through the "Incredible India" Campaign.
- Creation of World Class Collaterals.
- Centralized Electronic Media Campaign.
- Direct co-operative marketing with the Airlines, tour operators and wholesalers overseas.
- Greater focus in the emerging markets particularly in the region of China, North East Asia and South East Asia.

- Participation in Trade Fairs and Exhibitions.
- Optimize Editorial PR and Publicity.
- Use of Internet and web marketing.
- Generating Tourist Publications.
- Re-enforced hospitality programmes including grant of air passages to invite the media personnel, tour operators on familiarization tour to India to get first hand knowledge on various tourism products.

Development of Kali Temple Complex in Kolkata

772. SHRI SHANKAR ROY CHOWDHURY: Will the Minister of TOURISM be pleased to state:

(a) whether Government plan to develop the Kali Temple Complex in Kolkata into a centre for religious tourism;

(b) if so, the details thereof with particular reference to financial assistance to the project; and

(c) if not, the reasons therefor?

THE MINISTER OF STATE OF THE MINISTRY OF TOURISM (SHRIMATI RENUKA CHOWDHURY): (a) The Department of Tourism, Government of India, has formulated schemes for Integrated Development of Tourist Centre, Product/Infrastructure & Destination development and Assistance of Large Revenue Generating Projects for development of tourism infrastructure in the country including the State of West Bengal.

(b) A project for development of Dakshineswar Kali Temple Complex, Kolkata, has been sanctioned with Central financial assistance of Rs. 132.24 lakhs during the year 2003-04.

(c) Does not arise.